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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	09/960,162	WHISNANT ET AL.	
	Examiner	Art Unit	
	Peter K. Huntsinger	2625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 30 June 2008.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1,4-15,18,20-37,39-44,47,49-61,63-80 and 82 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1,4-15,18,20-37,39-44,47,49-61,63-80 and 82 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ . |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____. | 6) <input type="checkbox"/> Other: _____ . |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 6/30/08 have been fully considered but they are not persuasive.

The applicant argues on pages 19 and 20 of the response in essence that:

Shiimori '461 fails to disclose receiving a request from a photographer processing unit for a list of options to generate said photographic product from said digital image, and transmitting to said photographer processing unit said list of options for generating said photographic product and a photographer list of at least one fulfillment center that can fulfill said options.

- a. Shiimori '461 discloses receiving a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of options to generate said photographic product from said digital image (Fig. 18, col. 12, lines 14-24). When the service menu area A12 of Fig. 16 is clicked on by the client computer 1 (i.e. receiving a request), the service menu screen of Fig. 18 is displayed. Shiimori '461 further discloses transmitting to said photographer processing unit said list of options for generating said photographic product (Fig. 18, col. 12, lines 14-24) and a photographer list of at least one fulfillment center that can fulfill said options (Fig. 19, col. 11, lines 35-49). The service menu screen of Fig. 18 transmitted to client computer 1 includes the options print upload, postcard, and calendar. After the user clicks on an option, the number of

stores providing the service is retrieved and transmitted to the client computer 1 (Fig. 19, col. 11, lines 35-49).

The applicant argues on pages 20-22 of the response in essence that:

Cocotis '964 fails to disclose the first processing unit transmitting routing information to said photographer processing unit wherein said routing information is for transmitting said digital image to a one of said at least one fulfillment centers to process said order.

b. Cocotis '964 discloses that photo service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402 (col. 7, lines 45-56). Although Cocotis '964 discloses that "preferably, the request is not sent by way of market portal 403", the use of "preferably" indicates that sending the request by way of the market portal is clearly anticipated. A known or obvious composition does not become patentable simply because it has been described as somewhat inferior to some other product for the same use." In re Gurley, 27 F.3d 551, 554, 31 USPQ2d 1130, 1132 (Fed. Cir. 1994) (Claims were directed to an epoxy resin based printed circuit material. A prior art reference disclosed a polyester-imide resin based printed circuit material, and taught that although epoxy resin based materials have acceptable stability and some degree of flexibility, they are inferior to polyester-imide resin based materials. The court held the claims would have been obvious over the prior art because the reference taught epoxy resin based material was useful for

applicant's purpose, applicant did not distinguish the claimed epoxy from the prior art epoxy, and applicant asserted no discovery beyond what was known to the art.). Therefore, Cocotis '964 discloses the first processing unit (market portal 403) transmitting routing information to said photographer processing unit (interactive photo shop 402).

The applicant argues on pages 22 and 23 of the response in essence that:
The applicant traverses the use of Official Notice and the Examiner must produce evidence to support the Official Notice rejection.

c. The Official Notice rejection was first made in the non-final rejection on 7/31/06. According to the MPEP 2144.03, if the applicant does not traverse the examiner's assertion of official notice by the next action, the common knowledge or well-known in the art statement is taken to be admitted prior art (See MPEP 2144.03(C)).

The applicant argues on page 23 of the response in essence that:
Arledge '294 discloses a web page listing products, not a web page listing options.
d. Arledge 294 discloses maintaining a web page listing said fulfillment centers with hyper-linked text pointing to web pages listing said options for said fulfillment centers (Fig. 7, col. 14, lines 16-31). The web pages listing products can be considered web pages listing options for fulfillment centers because they provide the user choices relating to printed products at retailers.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 5, 7, 18, 20, 22, 24-30, 40-44, 50, 59-61, 63, 65, 67-73, 83-86, 89 and 90 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 in view of Coccois '964.

Referring to claim 1, Shiimori '461 discloses a system for transferring a digital image to a fulfillment center (store server 30 of Fig. 1, col. 9, lines 1-5) to generate a photographic product from said digital image comprising:

a computer readable medium embodying instructions for directing a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5) to:

Maintain a list of at least one fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16),

Receive a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of options to generate said photographic product from said digital image (Fig. 18, col. 12, lines 14-24),

Transmit to said photographer processing unit said list of options for generating said photographic product (Fig. 18, col. 12, lines 14-24) and a photographer list of at least one fulfillment center that can fulfill said options (Fig. 19, col. 11, lines 35-49),

Receive an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34), and

Transmit said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10); and a second computer readable medium embodying instructions for directing a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) to: establish a connection between said photographer processing unit and said first processing unit; receive said photographer list of said fulfillment centers from said first processing unit in said photographer processing unit (Fig. 19, col. 11, lines 35-49); display said photographer list of said fulfillment centers (Fig. 19, col. 11, lines 35-49) and a list of options for at least one of said fulfillment centers (Fig. 32, col. 18, lines 48-51); after said list of options is displayed, receive an input specifying at least one fulfillment center to fulfill said order (col. 13, lines 38-57, ordering information including the store that excepts the order is confirmed and transmitted); and transmit said order to said first processing unit (col. 13, lines 38-57).

Shiimori '461 does not disclose expressly transmitting routing information to said photographer processing unit to transmit images directly to the fulfillment center.

Cocotis '964 discloses Transmitting routing information to said photographer processing unit wherein said routing information is for transmitting said digital image to a one of said at least one fulfillment centers to process said order (col. 7, lines 45-56,

photo service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402); and

transmitting said image directly to said fulfillment center processing unit using said routing information (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see “image transfer” in Fig. 4).

It is inherent that the request sent by photo service provider 404 of Cocotis ‘964 includes routing information otherwise the photo shop 402 would not know where to send the images for the order.

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server. Therefore, it would have been obvious to combine Cocotis ‘964 with Shiimori ‘461 to obtain the invention as specified in claim 1.

Referring to claim 5, Shiimori ‘461 discloses wherein said instructions for directing a first processing unit further comprise:

Instructions for directing said first processing unit to:

Determine said one of said at least one fulfillment centers to process said order from parameters received in said order responsive to receiving said order (col. 14, lines 5-10)

Referring to claims 7 and 50, Shiimori ‘461 discloses charging for printing photographs, but does not disclose expressly debiting a photographer account.

Cocotis ‘964 disclose wherein said instructions further comprise:

Instructions for directing said first processing unit to:

debit a photographer account responsive to receiving said order (col. 7-8,
lines 63-67, 1-6).

Shiimori '461 and Cocotis are combinable because they are from the same field of photograph ordering systems. At the time of the invention, it would have obvious to a person of ordinary skill in the art to debit a photographer account after receiving an order. The motivation for doing so would have been to extend a line of credit to the customer. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claims 7 and 50.

Referring to claims 18 and 61, Cocotis '964 disclose wherein said instructions for directing said photographer processing unit further comprise:

Instructions for directing said photographer processing unit to:

Receive said routing information from said first processing unit (col. 4,
lines 55-67).

It is inherent that the system of Cocotis '964 transmits routing information to the photographer processing unit for transmitting images. A website maintained by the photo shop sent to the patron includes a URL which would be routing information.

Referring to claims 20 and 63, Cocotis '964 disclose wherein said instructions for directing said photographer processing unit further comprises:

Instructions for directing said photographer unit to:

Transmit said digital image to said one of said at least one fulfillment center using said routing information responsive to receiving said routing information (col. 7, lines 26-28).

Referring to claims 22 and 65, Shiimori '461 discloses wherein said instructions for directing said photographer processing unit to:

Instructions for directing said photographer unit to:

Transmit an account identification to said first processing unit responsive to transmitting said order (col. 14, lines 5-10).

Referring to claims 24 and 67, Shiimori '461 discloses wherein said request includes parameters for selecting said one of said at least one fulfillment centers to process said order (Fig. 18, col. 12, lines 14-24).

Referring to claims 25 and 68, Shiimori '461 discloses wherein said parameters include a location of a fulfillment center (col. 3, lines 53-58).

Referring to claims 26 and 69, Cocotis '964 disclose wherein said parameters include sizes for said photographic product (Fig. 18, col. 12, lines 14-24).

Referring to claims 27 and 70, Shiimori '461 discloses wherein said parameters include graphics available for said photographic product (Fig. 18, col. 12, lines 14-24).

Referring to claims 28 and 71, Shiimori '461 discloses wherein said request includes parameters for selecting a fulfillment center, but does not disclose expressly wherein said parameters include price range.

Cocotis '964 discloses wherein said parameters include a range of prices for said photographic product (col. 10, lines 29-33).

At the time of the invention, it would have obvious to request fulfillment centers based on price range. The motivation for doing so would have been to provide the user a list of fulfillment centers that are within the desired price range. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claims 28 and 71.

Referring to claims 29 and 72, Shiimori '461 discloses Instructions for directing a fulfillment center processing unit to:

Receive said order from said first processing unit,

Receive said digital image (col. 14, lines 5-10), and

Process said order to generate said photographic product (col. 14, lines 11-18);

and

A media readable by said fulfillment center processing unit that stores said instructions.

Referring to claims 30 and 73, Shiimori '461 discloses wherein said instructions for directing said fulfillment center processing unit further comprising:

Instructions for directing said processing unit to: Store said digital image to a memory (col. 23, lines 14-19).

Referring to claims 40 and 83, Shiimori '461 discloses wherein said list of options includes photographic product sizes (col. 18, lines 39-43).

Referring to claims 41 and 84, Shiimori '461 discloses a list of options but does not disclose expressly wherein said options include types of paper.

Cocotis '964 disclose wherein said list of options includes types of paper available for said photographic product (col. 7, lines 29-32).

At the time of the invention, it would have obvious to include a paper type option. The motivation for doing so would have been to allow the customer to select the desired paper type for their photographs. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claims 41 and 84.

Referring to claims 42 and 85, Shiimori '461 discloses wherein said list of options includes graphics available to said digital image to generate said photographic product (col. 13, lines 16-21).

Referring to claims 43 and 86, Shiimori '461 discloses wherein said list of options includes fulfillment centers that provide particular options (col. 11, lines 35-49).

Referring to claim 44, Shiimori '461 discloses a method for generating a photographic product from a digital image, said method comprising: (store server 30 of Fig. 1, col. 9, lines 1-5)

Maintaining a list of fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16) by a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5);

Receiving a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of options to generate said photographic product from said digital image in said first processing unit (Fig. 18, col. 12, lines 14-24);

Transmitting said list of options for generating said photographic product (Fig. 32, col. 18, lines 48-51) and a list of at least one fulfillment center that can fulfill said options

from said first processing unit to said photographer processing unit (Fig. 19, col. 11, lines 35-49);

Utilizing said photographer processing unit, selecting a fulfillment center using said list of options and said list of at least one fulfillment center (A73 of Fig. 15, col. 13, lines 38-57, list of options allows user to navigate backwards and select a different store);

Receiving an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34); and

Transmitting said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10).

Shiimori '461 does not disclose expressly transmitting routing information to said photographer processing unit to transmit images directly to the fulfillment center.

Cocotis '964 discloses Transmitting routing information to said photographer processing unit wherein said routing information is for transmitting said digital image to a one of said at least one fulfillment centers to process said order (col. 7, lines 45-56, photo service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402); and

transmitting said image directly to said fulfillment center processing unit using said routing information (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see "image transfer" in Fig. 4).

It is inherent that the request sent by photo service provider 404 of Cocotis '964 includes routing information otherwise the photo shop 402 would not know where to send the images for the order.

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claim 44.

Referring to claim 59, Shiimori '461 discloses wherein said utilizing comprises:
Establishing a connection between said photographer processing unit and said first processing unit;

Receiving said photographer list of said fulfillment centers from said first processing unit in said photographer processing unit (Fig. 19, col. 11, lines 35-49);

Displaying said photographer list of said fulfillment centers by said photographer processing unit (Fig. 19, col. 11, lines 35-49);

Transmitting said request from said photographer processing unit to said first processing unit (Fig. 18, col. 12, lines 14-24);

Receiving said list of options from said first processing unit product (Fig. 32, col. 18, lines 48-51);

Displaying said list of options by said photographer processing unit product (Fig. 32, col. 18, lines 48-51); and

Receiving in said photographer processing unit an input specifying at least one fulfillment center to fulfill an order (col. 11, lines 35-49).

Referring to claim 60, Shiimori '461 discloses wherein said instructions for directing said photographer processing unit further comprise:

Instructions for directing said photographer processing unit to: Receive an input of said order, and Transmit said order to said first processing unit (col. 14, lines 5-10).

Referring to claim 89, Shiimori '461 discloses a method for generating a photographic product from a digital image, said method comprising:

Maintaining in a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5) a list of fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16);

Utilizing said photographer processing unit, viewing said list of fulfillment centers, displaying a list of options for generating said photographic product at one or more of said fulfillment centers (A73 of Fig. 15, col. 13, lines 38-57, list of options allows user to navigate backwards and select a different store), transmitting said digital image from said photographer processing unit to the fulfillment center processing unit of said selected fulfillment center, and transmitting said order to said first processing unit;

Receiving at said first processing unit an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34); and

Transmitting said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10).

Shiimori '461 does not disclose expressly transmitting images directly to the fulfillment center from said photographer processing unit.

Cocotis '964 discloses transmitting said image directly to said fulfillment center processing unit (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see "image transfer" in Fig. 4).

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claim 44.

Referring to claim 90, see the rejection of claim 15 above.

4. Claims 4, 6, 8-14, 31-34, 47, 49, 51-57 and 74-77 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 and Cocotis '964 as applied to claims 1, 7, 29, 30, 44, 50, 72, and 73 above, and further in view of well known prior art.

Referring to claims 4 and 47, Shiimori '461 discloses said digital image being transmitted to said fulfillment center processing unit, but do not disclose expressly receiving a confirmation after transmission.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to receive a confirmation after a transmission (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop that the images have been sent correctly.

Referring to claims 6 and 49, Shiimori '461 discloses sending an order, but do not disclose expressly receiving a confirmation after the order is processed.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to receive a confirmation after an order is processed (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop that the images have been processed correctly.

Referring to claims 8 and 51, Cocotis '964 disclose debiting a photographer account, but do not disclose expressly receiving funds and transferring them to an account.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to deposit funds into an account (See MPEP 2144.03). The motivation for doing so would have been to establish a line of credit for the photographer.

Referring to claims 9 and 52, Cocotis '964 disclose wherein said funds are transferred electronically (col. 7, lines 33-35).

Referring to claims 10 and 53, Cocotis '964 disclose transmitting said order but do not disclose expressly transmitting responsive to receiving funds.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to receive funds before providing a service (See MPEP 2144.03). The motivation for doing so would have been to verify the patron has the money for the service.

Referring to claims 11 and 54, Cocotis '964 disclose debiting a photographer account, but do not disclose expressly receiving funds and transferring them to an account.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to deposit funds into an account (See MPEP 2144.03). The motivation for doing so would have been to establish a line of credit for the photographer.

Referring to claims 12 and 55, Cocotis '964 disclose debiting a photographer account, but do not disclose expressly periodically debiting an account.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to periodically debit an account (See MPEP 2144.03). The motivation for doing so would have been to charge a monthly fee for using a service.

Referring to claims 13 and 56, Cocotis '964 disclose wherein said instructions for directing said first processing unit further comprises:

Instructions for directing said first processing unit to:

Maintain a count of a number of orders that said at least one fulfillment centers receives (col. 8, lines 14-23).

Referring to claims 14 and 57, Cocotis '964 disclose maintaining a count of a number of orders that said one of said at least one fulfillment centers receives, but do not disclose expressly debiting a charge after the count reaches a predetermined number.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to charge after a count has reached a predetermined number (See MPEP

2144.03). The motivation for doing so would have been to avoid having to charge a customer for each transaction.

Referring to claims 31 and 74, Shiimori '461 discloses storing said digital image at the fulfillment center, but do not disclose expressly deleting the image after the processing the order.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to delete an image after an order has been completed (See MPEP 2144.03). The motivation for doing so would have been to obtain memory space by deleting unneeded information.

Referring to claims 32 and 75, Shiimori '461 discloses storing said digital image at the fulfillment center, but do not disclose expressly deleting the image after the a period of time.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to delete a data after a period of time has passed (See MPEP 2144.03). The motivation for doing so would have been to clear a system's RAM at defined intervals.

Referring to claims 33 and 76, Shiimori '461 discloses ordering digital images, but do not disclose expressly transmitting a status periodically.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to periodically transmit order status (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop whether the order is completed or not.

Referring to claims 34 and 77, Shiimori '461 discloses a plurality of fulfillment centers, but do not disclose expressly transmitting an availability of the fulfillment centers.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to transmit an availability of a service (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop whether a particular service is available or not.

5. Claims 15, 21, 58, 64, 87 and 88 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 and Cocotis '964 as applied to claims 1, 20, 44, and 63 above, and further in view of Arledge '294.

Referring to claims 15 and 58 Shiimori '461 discloses a list of fulfillment centers but do not disclose expressly a web page listing said fulfillment centers.

Arledge 294 discloses maintaining a web page listing said fulfillment centers with hyper-linked text pointing to web pages listing said options for said fulfillment centers (Fig. 7, col. 14, lines 16-31).

At the time of the invention, it would have obvious to a person of ordinary skill in the art to maintain a web page of fulfillment centers with links to their products. The motivation for doing so would have been to provide an interface for a customer to choose a fulfillment center and view the products. Therefore, it would have been obvious to combine Arledge 294 with Shiimori '461 and Cocotis '964 to obtain the invention as specified in claims 15 and 58.

Referring to claims 21 and 64, Shiimori '461 discloses transmitting said digital image to said first processing unit, but does not disclose expressly a transmitting a confirmation.

Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to transmit a confirmation after a transmission (See MPEP 2144.03). The motivation for doing so would have been to determine if the images have been sent correctly.

Referring to claim 87, Shiimori '461 discloses a system for transferring a digital image to a fulfillment center (store server 30 of Fig. 1, col. 9, lines 1-5) to generate a photographic product from said digital image comprising:

a computer readable medium embodying instructions for directing a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5) to:

Maintain a list of at least one fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16);

Receive from said photographer processing unit a request for a list of options available from at least one of said fulfillment centers, said list of options comprising a plurality of options to generate said photographic product from said digital image

Receive an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34), and

Transmit said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10); and

a second computer readable medium embodying instructions for directing a
photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) to:

Establish a connection with said first processing unit;

Receive a list of fulfillment centers from said first processing unit (Fig. 19, col. 11,
lines 35-49);

Display said list of said fulfillment centers (Fig. 19, col. 11, lines 35-49);

Send a request for a list of options available from at least one of said fulfillment
centers, said list of options comprising a plurality of options to generate said
photographic product from said digital image (Fig. 32, col. 18, lines 48-51);

Display said list of options (Fig. 32, col. 18, lines 48-51);

After said list of options is displayed, receive an input specifying at least one
fulfillment center to fulfill said order (col. 13, lines 38-57, ordering information including
the store that excepts the order is confirmed and transmitted); transmit said order to
said first processing unit (col. 13, lines 38-57); and transmit said digital image to said
fulfillment center processing unit.

Shiimori '461 does not disclose expressly transmitting routing information to said
photographer processing unit to transmit images directly to the fulfillment center.

Cocotis '964 discloses Transmitting routing information to said photographer
processing unit wherein said routing information is for transmitting said digital image to
a fulfillment center to process said order, wherein said fulfillment center prcessing unit is
a different processing unit than said first processing unit (col. 7, lines 45-56, photo

service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402); and

transmitting said image directly to said fulfillment center processing unit (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see “image transfer” in Fig. 4).

It is inherent that the request sent by photo service provider 404 of Cocotis ‘964 includes routing information otherwise the photo shop 402 would not know where to send the images for the order.

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server.

Shiimori ‘461 discloses a list of options but does not disclose expressly a web page listing said options.

Arledge 294 discloses connecting a photographer processing unit to a web page showing said list of options (Fig. 7, col. 14, lines 16-31).

At the time of the invention, it would have obvious to a person of ordinary skill in the art to maintain a web page of fulfillment centers with links to their products. The motivation for doing so would have been to provide an interface for a customer to choose a fulfillment center and view the products. Therefore, it would have been obvious to combine Cocotis ‘964 and Arledge 294 with Shiimori ‘461 to obtain the invention as specified in claim 87.

Referring to claim 88, see the rejection of claim 15 above.

6. Claims 23, 35-37, 39, 66, 78-80 and 82 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 and Cocotis '964 as applied to claims 29, 60, and 72 above, and further in view of Garfinkle '157.

Referring to claims 23 and 66, Shiimori '461 discloses ordering digital images, but do not disclose expressly a graphic instruction set.

Garfinkle '157 discloses wherein said order includes a graphic instruction set for said photograph (col. 5, lines 20-29).

At the time of the invention, it would have been obvious to a person of ordinary skill in the art to allow a graphic instruction set for a photograph. The motivation for doing so would have been to allow customization of a photograph to the particular desires of a customer. Therefore, it would have been obvious to combine Garfinkle '157 with Shiimori '461 and Cocotis '964 to obtain the invention as specified in claims 23 and 66.

Referring to claims 35 and 78, Shiimori '461 discloses generating a digital image with a fulfillment center, but do not disclose expressly generating a proof from a digital image and a graphic set.

Garfinkle '157 discloses generating a proof from said digital image and a graphic instruction set (col. 8, lines 13-19).

At the time of the invention, it would have been obvious to a person of ordinary skill in the art generate a proof from a digital image and graphic instruction set. The motivation for doing so would have been to evaluate the images for errors before

printing the order. Therefore, it would have been obvious to combine Garfinkle '157 with Shiimori '461 and Cocotis '964 to obtain the invention as specified in claims 35 and 78.

Referring to claims 36 and 79, Garfinkle '157 discloses instructions for directing said fulfillment center processing unit further comprises: Instructions for directing said fulfillment center processing unit to: Read said graphic instruction set from said order (col. 5, lines 20-29).

Referring to claims 37 and 80, Garfinkle '157 discloses instructions for directing said fulfillment center processing unit further comprises: Instructions for directing said fulfillment center processing unit to: Receive said graphic instruction set from a photographer processing unit (col. 5, lines 20-29).

Referring to claims 39 and 82, Cocotis '964 disclose wherein said instruction for directing said fulfillment center processing unit further comprise: Instructions for directing said fulfillment center processing unit to: Receive said digital image from a photographer processing unit (col. 7, lines 26-28).

Conclusion

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Peter K. Huntsinger whose telephone number is (571)272-7435. The examiner can normally be reached on 9-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Moore can be reached on (571)-272-7437. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Peter K. Huntsinger/

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Examiner, Art Unit 2625

/David K Moore/
Supervisory Patent Examiner, Art Unit 2625